

ORDER



Orders
Order / Rev: 707661
Alt Order #: 06285979
Product Desc: RESTORE OUR FUTURE
Estimate: 355
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	22	\$89,150.00	\$75,777.50
08/27/12	08/27/12	3	\$2,250.00	\$1,912.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$89,150.00	\$75,777.50	0.00
September 2012	3	\$2,250.00	\$1,912.50	0.00
Totals	25	\$91,400.00	\$77,690.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/21/12	08/24/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	- TWTF - -	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			5		\$650.00		0.00				
E 2	WUSA	08/21/12	08/24/12	4-5p Dr. Phil	CM	4-5p	- TWTF - -	:30	8	\$800.00	P-2	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			8		\$800.00		0.00				
E 3	WUSA	08/21/12	08/21/12	Tue Prime A NCIS	CM	8-9P	- T - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- T - - - -			1		\$10,000.00		0.00				
E 4	WUSA	08/21/12	08/21/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	- T - - - -	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- T - - - -			1		\$8,500.00		0.00				
E 5	WUSA	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p	- T - - - -	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- T - - - -			1		\$7,500.00		0.00				
E 6	WUSA	08/23/12	08/23/12	Thu Prime B Big Brother 14	CM	9-10P	- - - T - -	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WUSA	08/23/12	08/23/12	Thu Prime B Big Brother 14	CM	9-10P	---T---	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/20/12	08/26/12	---T---		1			\$9,000.00	0.00					
E 7	WUSA	08/23/12	08/23/12	Thu Prime C Person of Interest	CM	10-11P	---T---	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/20/12	08/26/12	---T---		1			\$7,000.00	0.00					
E 8	WUSA	08/25/12	08/25/12	Sat Prime B Crimetime	CM	SAT 9-10p (9:00 PM-10:00 PM)	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S-		2			\$3,000.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WUSA	08/20/12-08/26/12	Sat Prime B		SAT 9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		(\$3,000.00)	0.00	NM			
		See MG 8.3,8.4 [NFL Preseason]													
	2	WUSA	08/20/12-08/26/12	Sat Prime B		SAT 9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		(\$3,000.00)	0.00	NM			
		See MG 8.3,8.4 [NFL Preseason]													
	3	WUSA	08/25/12-08/25/12	NFL Pre-Season Football		Pre-Season Footb	-----Sa--	:30		\$4,750.00	0.00	NM			
		Ⓜ MG for 9.1,8.2,8.1													
	4	WUSA	08/25/12-08/25/12	NFL Pre-Season Football		Pre-Season Footb	-----Sa--	:30		\$4,750.00	0.00	NM			
		Ⓜ MG for 9.1,8.2,8.1													
E 9	WUSA	08/25/12	08/25/12	Sat Prime C 48 Hrs	CM	SAT 10-11p (10:00 PM-11:00 PM)	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S-		1			\$3,500.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WUSA	08/20/12-08/26/12	Sat Prime C		SAT 10-11p	(10:00 PM-11:00 PM)-----Sa--	:30		(\$3,500.00)	0.00	NM			
		See MG 8.3,8.4 [NA/NFL Preseason]													
E 10	WUSA	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S		1			\$3,000.00	0.00					
E 11	WUSA	08/26/12	08/26/12	Face the Nation Face the Nation	CM	1030-11a (10:30 AM-11:00 AM)	-----S	:30	1	\$25,000.00	P-3	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/20/12	08/26/12	-----S		1			\$25,000.00	0.00					
E 12	WUSA	08/27/12	08/27/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$650.00	0.00					
E 13	WUSA	08/27/12	08/27/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		2			\$800.00	0.00					
Totals													25	\$91,400.00	